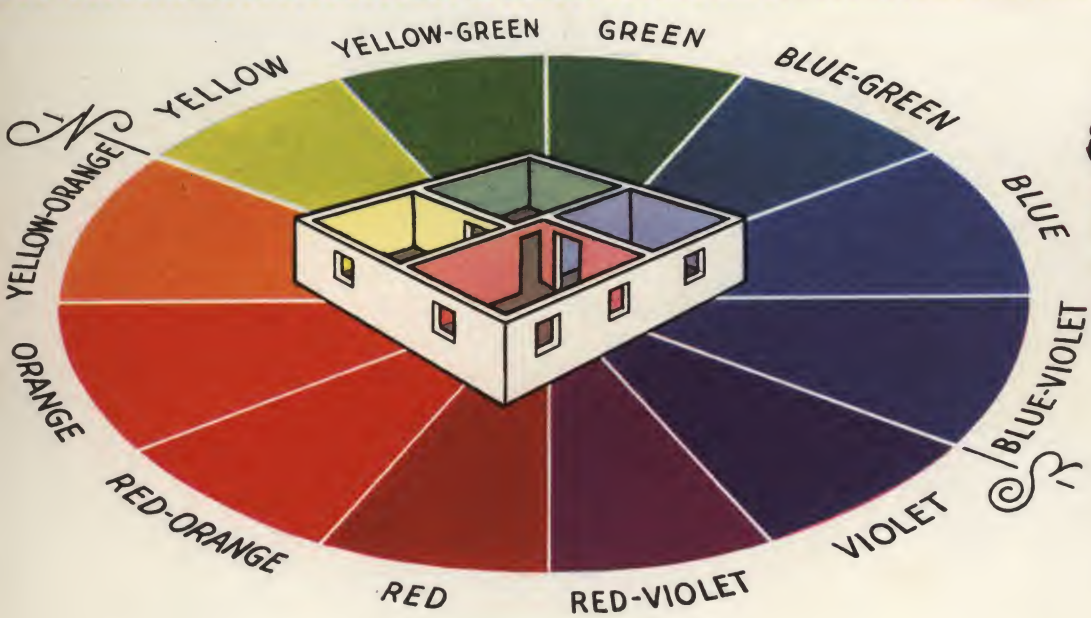
Paint Right with COLOR DYNAMICS...Paint Best with **PITTSBURGH PAINTS**

PITTSBURGH
PLATE GLASS COMPANY

222 North Main St. Decatur, Illinois Phone 5343

Paint Right with COLOR DYNAMICS....



The swift pace of modern living demands more of a home than mere surface beauty. It must be also a haven of happiness and contentment.

That's why proper color usage in home decoration has grown to be increasingly important.

Science has proved that colors influence and affect people. Right colors inspire and stimulate, soothe and relax; wrong colors induce nervousness and irritability, moodiness and fatigue.

This knowledge is being used by the medical profession in the treatment and care of many patients. It is being used in schools to assist teachers and pupils in their tasks. It is being used in industry and business to improve efficiency in production, to raise morale, lessen absenteeism and reduce the danger of accidents among workers.

Now Pittsburgh makes it possible for you to apply these same principles of the *energy in color* to make your home lovelier to live in as well as lovelier to look at.

With its remarkable painting system of COLOR DYNAMICS you can measure your home with scientific accuracy for the colors it should have, taking into full consideration the purposes for which each room is used, its exposure to light and sun, and its physical characteristics.

COLOR DYNAMICS will help you paint cool relief into rooms that face the bright afternoon sun or bring cheerful sunny effects into bleak, cheerless rooms. You can make small rooms seem spacious and airy or give an air of friendliness and intimacy to large rooms. You can add to the pleasure of mealtimes and increase the pleasure and lessen the drudgery of toil in the kitchen and other workrooms.

With Pittsburgh COLOR DYNAMICS you can provide a zestful new color world with complete assurance that your choice best serves the comfort and well-being of your entire family and at the same time contributes most to the beauty of your home.

Just as COLOR DYNAMICS brings out the best in your home you can make its benefits last longer by using Pittsburgh Paints. There's a high-quality Pittsburgh Paint for every home need.

Cover—Courtesy Better Homes & Gardens

LITHO IN U. S. A.

Paint Best with PITTSBURGH PAINTS

By following the principles of COLOR DYNAMICS homemakers will find it comparatively simple and easy to determine what colors to use in their homes.

One of the first guideposts is the color wheel, comprised of the three primary, three secondary and six intermediate colors.

Make a rough pencil sketch of the floor plan of your home. Lay this upon the color wheel shown on the opposite page with the north side facing "N". This will suggest the types of colors to be used for the various rooms, based on exposure to sunlight.

In the rooms that receive direct sunlight because they face South or West, colors such as Blue, Green or Gray effectively tend to counteract excessive glare and warmth because of their psychological and physiological effects of coolness and repose.

To simulate sunlight that might be lacking in rooms that face North or East, use lavish expanses of colors that we associate with sunlight, warmth and cheer—such as Ivory, Yellow, Peach, Coral, Rose, Beige.

If a room seems too small, you can make it seem larger by using light colors on its surfaces. A light colored room will seem much more spacious than a dark-toned one and one with light cool colors more so than one finished in light warm hues. Warm colors appear to advance while cool colors seem to retreat.

If you have a large but well-lighted room, the use of dark colors will make the room seem smaller, more friendly because dark hues seem to advance.

If a room has architectural flaws you'd like to overcome you can de-emphasize them by painting the undesirable features in the color surrounding them. To emphasize an area of beauty or to create a center of interest—a focal area, paint it in a color, shade or tint, different from the surface next to it. If you have windows or doors that are badly placed or ill-proportioned, paint them the same color as the wall and these defects will be far less noticeable.

1. Complementary Harmony—Example—Red and Green. Two opposite colors on the color circle may be used in any of their varying tints, shades or grayed versions as well as in the normal hue as shown. In this, as well as in any standard color harmony, the neutrals: Black, White and Gray may be used.

2. Split Complementary Harmony—Example—Red Violet, Yellow and Green. A variation of the Complementary Harmony which offers a wider range of hues is the Split Complementary Harmony. This makes use of any color on the color circle with the colors on either side of its opposite on the circle.

3. Triad Harmony—Example—Red, Yellow and Blue. Any three colors equally distant on the color wheel may be used to form a harmonious color plan. Here, as in the other standard harmonies, care must be exercised in using the stronger and more brilliant colors in small areas—grayed colors and tints in larger expanses.

4. Analogous Harmony—Example—Yellow Orange, Yellow and Yellow Green, all of which contain Yellow. A series of neighboring colors on the circle, which are related by containing one color in common, which may be used together.

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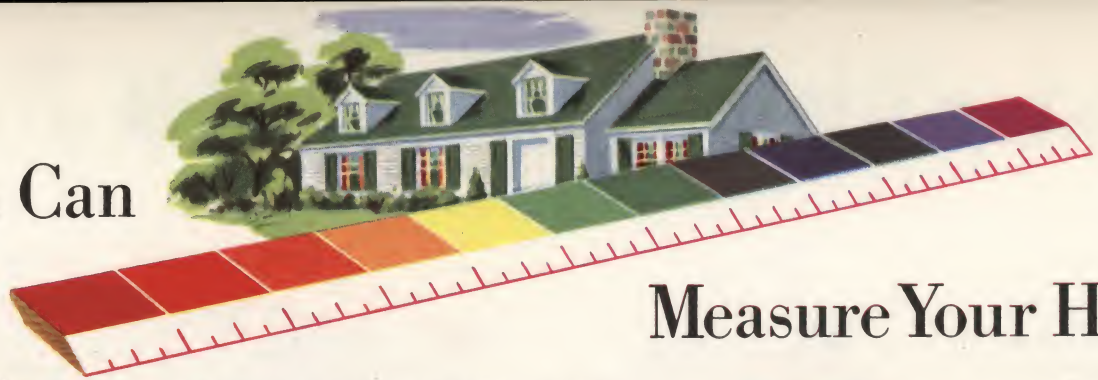
Now You Can



Measure Your Home for Color

For years it had been thought that all walls in a room had to be painted in the same color. But COLOR DYNAMICS points out how greater beauty and utility can be given to a room by painting them in different colors.

Variety may be added to a square room of uninteresting proportions by centering attention on one of the walls. This can be done by painting it in a lighter or darker value of the hue used on the other three walls or, if preferred, a contrasting color.

The featured wall may be a fireplace wall in a living room, the buffet wall in a dining room or the bed wall in a bedroom.

The long narrow room may be made to appear wider by placing a dark color on the end walls and a lighter color on the other walls and ceiling. The apparent height of a room can be reduced by painting the ceiling darker than the walls.

In entrance halls and other small rooms an effect of spaciousness can be created by painting the walls and woodwork in the same color. Such a background gives more prominence to the furnishings of the room.

Color treatment of dormers also can affect the apparent height of a house. A low building will appear taller if the body color is used on the dormers. By painting them to blend with the roof, instead of with the walls, a house may be made to seem lower.

Window openings of different sizes and shapes may present a jumbled appearance if they are emphasized by contrasting trim colors. It is much better to conceal them by painting them in the same color as the walls.

In painting the exterior of a home, COLOR DYNAMICS helps you to determine where color interest should be stressed on a house and on what areas it should be modified.

Just as color illusion is used indoors to achieve certain effects, so can it be applied to the painting of exteriors. A house with a light roof that seems too high for its width can be "lowered" by painting the roof in a darker color. The roof line can be lowered still more by painting the shutters of the upper story the same color as the roof. Small homes can be made to appear larger by painting the body, trim and sash in lighter colors.

Living room and dining room, or any two adjoining rooms, may be unified and harmonized by using the reverse color plan. The ceiling color of one room can be used on the walls and the wall color of the first can be made the ceiling color of the other.

Once COLOR DYNAMICS has aided you to determine the basic color plan, the next problem is to select harmonious colors to be used for furnishings, rugs and draperies.

Chimneys are rarely an asset to a house from an architectural standpoint. When they contrast in color with the house it usually becomes apparent that they seem too large or too small or are poorly designed. Hence it is usually best to paint chimneys in the color of the body of the house.

Since its function is to express a feeling of welcome and hospitality, the front door of a home is the logical focal point or center of interest. This fact should be recognized by painting it in a hue that contrasts with body and trim.

Living Rooms

Gone are the so-called good old days when the living room was strictly a parlor—a severe, somewhat pretentious room reserved for strictly state occasions! Today's living room lives up to its name—and its most striking difference from its gloomy sister of yesterday lies in its daring yet scientific use of *Color!*

The charming living room on this page attractively demonstrates the beauty of a room decorated according to Pittsburgh's Color Dynamics. Sylvan Green walls—psychologically soothing to jangled twentieth-century nerves. Soft White ceiling offers interesting contrast and adds visual height to the room. And the gray-green tint of the fireplace contributes a dash of interest and distinction.

Lubliner and Himmel, Decorators

Arthur A. Ehrlich, Decorator

Nowhere does the intriguing witchery of color work its magic more effectively than in this living room. Red walls, Wallhide Flat Toner Intermix Number Thirty-Five, lend this small room warmth as cheering as a log fire —atone for the lack of exposure to sunlight. A chartreuse rug and leopard divan contribute the right exotic touches, while the blue green screen lends the needed note of coolness and restraint.

The room at the right represents a fascinating use of color to widen and heighten a long room. Blue Green walls, Wallhide Flat Toner Intermix Number Eighty-Seven, pick up the incoming warmth from the windows, while the Soft White ceiling conveys the necessary feeling of height. Splashes of red in chairs and drapery are strictly for drama!

Courtesy of Better Homes and Gardens
Interior by Mark Coomer

Wallhide

Interior Flat Wall Paint

Pittsburgh Wallhide meets successfully the requirements of modern painting inside the home. It is the product of Pittsburgh chemists and technicians who pioneered in the development of one-day painting which permits you to paint a room in the morning and move in the following afternoon.

Wallhide is a high-quality oil-base wall paint—that outcovers, outlasts and gives more beauty and enduring satisfaction than ordinary paints. It covers nearly every surface thoroughly with one coat—plaster, wood, cement, brick, wallboard, even wallpaper.

Because it comes in Flat, Semi-Gloss and Gloss finishes in a variety of beautiful colors you can utilize the principles of COLOR DYNAMICS easily and effectively with Wallhide.

WASHABILITY

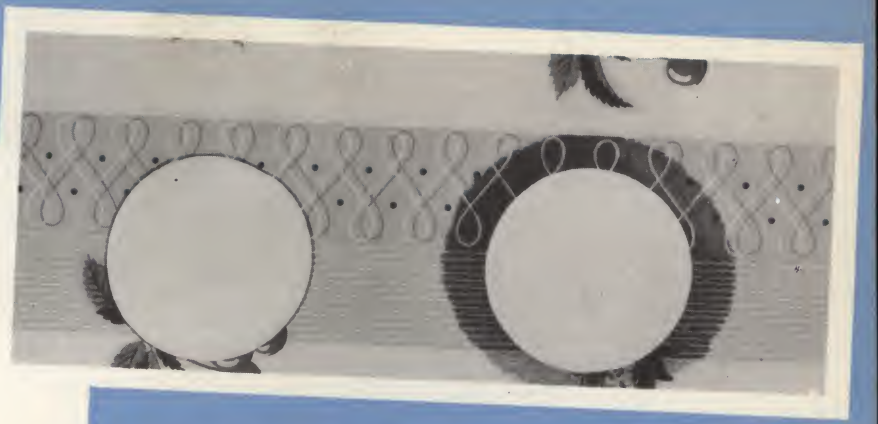
Wallhide Flat may be cleaned and washed satisfactorily, and it is this feature more than any other property that makes it so superior to water thinned paints. Wallhide withstood 4440 strokes compared to 20 for a Resin Emulsion Water Paint using a modified Federal Specification TT-P-88 washing test.

PBX WALL PAINT AND PBX ENAMEL

PBX Wall Paint and the companion colors in PBX Enamel were developed for hospitals, hotels, offices, schools and factories where optimum resistance to washing and abrasion is required and are also excellent for home decoration. Their use produces a soft, light-diffusing sheen which eliminates glare and contributes to uniform illumination. PBX Wall Paint and PBX Enamel permit easy removal of inks, lipstick, mercurochrome, crayon and pencil marks without damage to the film.

Companion colors to the wall paint but in a subdued rubbed-effect PBX Enamel sheen, provide decorative finishes for dadoes, wood and metal trim, doors and furniture where the resistance to scuffing, marring, chipping and general abrasion is of utmost importance.

Eight colors of unusual beauty and usefulness are available in each quality. There are warm and cool hues in full strength. When letdown with white they offer an almost unlimited range of color values.



CONTROLLED PENETRATION

Pittsburgh Wallhide is the only wall paint enriched with special "Vitolized Oils" which better control penetration and permit the paint to cover porous surfaces without using a primer. The above illustrations show how these oils act compared to ordinary oils used in paint. In the illustration at the right the oils have crept out of ordinary paint after being applied to wallpaper, a porous surface, but have remained in the film of Wallhide to a remarkable degree to produce uniformity of appearance.

ONE-COAT UNIFORMITY

In addition to its ability to cover most surfaces completely with one coat Pittsburgh Wallhide also gives greater hiding and cleaner hues with a uniform film that is free from spotting or color change. Above are pictured three dissimilar surfaces—a painted surface, bare wallboard, and wallpaper—which have been covered with one coat of Wallhide.

All the colonial charm and quaint appeal of old Williamsburg are captured in Pittsburgh's Wallhide Semi-Gloss Wall Paints—finishes with a soft, semi-gloss luster along with exceptional washability and durability.

Reminiscently colonial in its appearance is the living room illustrated at right. White walls and ceiling with Colonial Blue on fireplace and wood trim combine to create an aura of roominess—while red print sofa and handsome yellow wing chair offer marked and pleasant color contrast.

Courtesy of Williamsburg Restoration, Inc.

Marjorie Westerfeld, Decorato

Wallhide Semi-Gloss

You couldn't walk into a room like this without wanting to curl up with a good book! The walls, Wallhide Flat Intermix Number Twenty-Seven—the ceiling white—and the rest of the room a relaxing brown and green. Pittsburgh Wallhide Wall Paints are ideal for a job such as this, because the colors are so beautiful and they are so easily cleaned and maintained.

Dining Rooms

If ever a room should invite lingering—even downright loitering—it is the family dining room. A world apart from the hectic tempo of modern living, the dining room provides pause for charming family living as well as gracious entertaining.

The delightful calm of the Pittsburgh PBX Rose Tan makes this room restful and effects a cozy atmosphere. Pittsburgh Wallhide Wall Paint is ideal for decorating or redecorating, because it dries quickly, covers in one coat, withstands repeated washings and gives your rooms the *Live Paint Protection* of a Vitolized oil-base paint.

Marion Heuer, Decorator

Lubliner and Himmel, Decorator

A dining room that fairly glows with a friendly welcome is the one above—its walls warm with Pittsburgh Wallhide Semi-Gloss Dusky Red—its ceiling and dado white for sparkling contrast. White draperies and striped upholstery complete the fascinating color scheme.

Spaciousness, the keynote of this sedate dining room, shown at the right, is achieved by painting the walls Soft White Wallhide Flat Wall Paint and the ceiling pale gray. Green and white upholstery coordinates the color trend, while a mustard shag rug injects a novel and interesting contrast.

Bedrooms

A cheerful bedroom will elevate the spirits of even the most chronic early-morning grouch! Awakening in the lovely bedroom on this page would be a friendly welcome to almost any new day. For the violet walls are soft, subdued and restful—and the accents of aqua and fuchsia harmonize exquisitely with them.

Pittsburgh Interior Toners provide short cuts to lovely wall colors such as these—enable you to achieve the subtle off-colors and muted tones that best suit your interior decoration as well as your own personality. The wall color is Toner Intermix Number Fifty-One.

Courtesy of the Mengel Company

Color Dynamics helps make this bedroom bright, impressive and yet not too masculine in appearance for an ideal master bedroom.

Red walls using Pittsburgh Interior Toner Intermix Number Thirty-Five and soft green rugs form the vibrant color pattern—with generous benedictions of white to soften the general pleasing effect.

Courtesy of the Drexel Furniture Company

Lubliner and Himmel, Decorator

Blue Green Wallhide Flat Wall Paint is a color as strangely restful as the sea—and it also tends to augment the illusion of space. So it was picked for the walls of the bedroom above and white was selected for the ceiling. Chinese red and gray printed draperies and bed covering are happy additions.

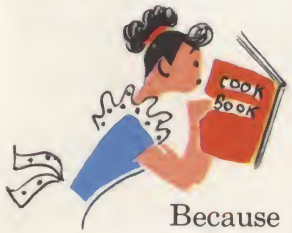
Kitchens

Jones & Duncan, Architects

Count the number of hours the lady-of-the-house is busy in the kitchen—and you'll agree that here's one room to which the principles of Color Dynamics should be applied. Any woman will get a lift from the cheerful yellow of the knotty pine walls and Peach Buff ceiling and cabinets in the kitchen at the left—which, because of its northern exposure, needs the tonic of warm color.

Gracious living in small quarters is beautifully exemplified by the gay breakfast alcove of the kitchen below. Pittsburgh Color Dynamics prescribes bright blue walls, Interior Toner Intermix Number eighty-two, Sunlit Yellow ceiling for good light reflection and touches of yellow, blue and white to lend unity to the entire decor.

Marion Heuer, Decorator



Because most of the wall space is broken up by cabinets, the kitchen above has a white ceiling and cabinets. Wallhide Semi-Gloss Cool Green walls give an uncluttered look to the room, while gray and black linoleum not only simplifies cleaning problems but has a complementary effect on the whole scheme.

Wallhide Semi-Gloss and Gloss Washability

Pittsburgh Wallhide Semi-Gloss and Gloss Finishes are especially practical for busy rooms where cooking and washing are the daily routine. Surfaces covered with these finishes can be washed—yes, scrubbed—repeatedly without injury to them. Because of their hard, impervious film, dirt does not embed itself into the finish. Red ink, pencil, red and blue crayon, rouge, lipstick, blue ink, mercurochrome and graphite grease were streaked on Semi-Gloss and Gloss Wallhide. Using only soap and water on a sponge, these marks were quickly removed as shown by this illustration.

Exteriors

Pittsburgh's principles of Color Dynamics apply to the exterior as well as the interior of your home. The proper use of color can make your house appear better suited to its particular site —emphasize its fine architectural points and muffle its weaker ones. Above all, good paint protects the beauty and permanence of a house.

This Cape Cod house painted white with green shutters and a white fence presents a trim, well-kept appearance.

Harold Holmes, Architect

Make your home stand out in the neighborhood — with Pittsburgh Sun-Proof House Paint. Color Dynamics is accomplishing miracles with color today. Big, cold, ungainly houses are made to look smaller, more homelike; awkward, angular houses are made more symmetrical; low houses made to look taller; tall, thin houses given better proportions; small houses made to look more spacious—all with the proper use of color.

Courtesy of Williamsburg Restoration, Inc.

A picturesque white fence serves as a suitable frame for the delightful white Colonial house pictured above. Gray roofing casts soft lights on the white—and green shutters brighten the windows.

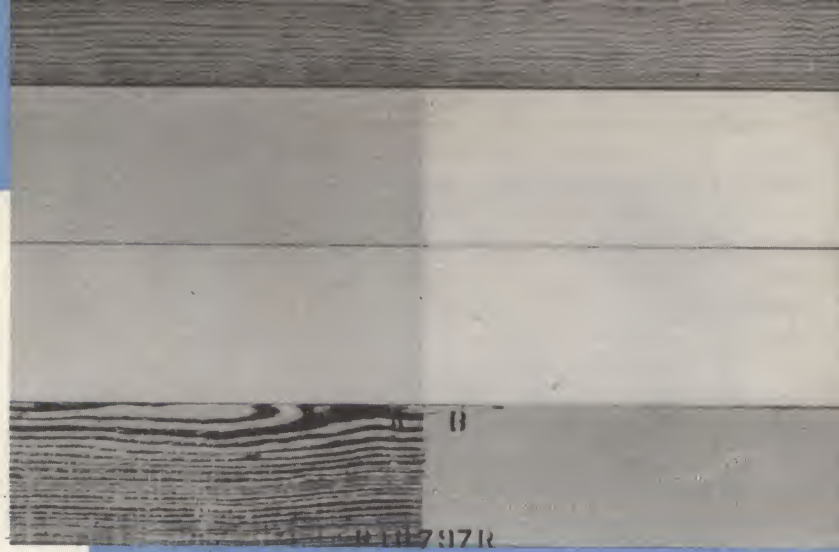
The best effects of the majestic setting of this Georgian house at left are enhanced by Color Dynamics. White paint gives the house an aura of timeless beauty, and green shutters give it the dignity and quiet grace this type of architecture demands.

Sun-Proof House Paints

New developments in white and colored pigments, oils and synthetic resins, have led to marked improvements in Pittsburgh Sun-Proof House Paints, exemplified by higher hiding, self-cleaning, color holding, fume-proofness and durability.

Enriched with exclusive "Vitolized Oils," Sun-Proof House Paints stay *live*, tough and elastic—give long-lasting Live Paint Protection.

Ordinary oils leave the paint to penetrate the surface, resulting in a brittle film which quickly cracks and peels. Having superior controlled penetration, "Vitolized Oils" remain in the paint film, permitting it to expand and contract with temperature changes. Pittsburgh Paints with "Vitolized Oils" level out smoothly and assure a more durable and economical job.



DURABILITY

There is no better proof of the durability resulting from the use of "Vitolized Oils" and Selected Pigmentation in Sun-Proof House Paint than the above illustration. Top panel shows a section of unpainted pine. Second from top shows right half covered with Sun-Proof Primer and left half with conventional primer. Third from top shows right side with one coat of Sun-Proof Titanic Outside White over the primer and at left a conventional finish. Right side (bottom) Sun-Proof Two-Coat system after four years of service compared with poorly-formulated primer and finish lower left.

FUME-PROOF

Your home will *stay white* even if you live in an industrial area—if you paint with the new Sun-Proof Titanic Outside White because it's fume-proof.

Where ordinary paints containing lead will turn gray, even black, when attacked by atmospheric gases that originate from coal smoke, oil wells and polluted rivers and streams, fume-proof Sun-Proof resists discoloration. It's self-cleaning, too—periodically removes surface dirt.

Top illustration shows how Sun-Proof Titanic Outside White looks after nine months' exposure to industrial gases. Lower portion shows a section of siding from another home a few blocks away painted at the same time with ordinary white paint containing lead pigment.

COLOR RETENTION

Sun-Proof Trim Colors are precisely formulated with synthetic resins to hold their color and gloss. The two uppermost panels in each section were painted with Pittsburgh Sun-Proof Trim Colors, Spanish Blue and Kentucky Green. The top panels in each section were not exposed while the middle panels were exposed to the elements for nine months. The lower panel in each section shows an ordinary trim color not of Pittsburgh manufacture after similar exposure.

Waterspar Enamel

All-Purpose Household Enamel

Precise pigment selection and the use of special synthetic vehicles make Pittsburgh Waterspar a superior household enamel for use in and about the home where a high gloss finish is desired. Waterspar brushes out freely and easily to a rich gloss that dries quickly and adheres firmly. One coat hides thoroughly and leaves a tough finish that will not waterspot, mar or chip easily. Waterspar Enamel has excellent washability and may be cleaned repeatedly without harm to its tough brilliant finish.

Pittsburgh Waterspar Enamels and Varnishes include every type needed for simple one-coat repaint work up to complete enameling jobs over surfaces not previously painted. Available in a series of attractive serviceable colors that will add new beauty to furniture and metal or wood trim, inside and out.

TINT RETENTION

Waterspar Enamel owes its extreme resistance to weathering and cleaning to the use of synthetic resins and chalk-resistant pigments in an exclusive Pittsburgh formula. Repeated performance tests show that Waterspar Enamel is superior to ordinary varnish-type enamels in resisting the bleaching action of sun and rain and repeated washings with cleaning compounds. With Waterspar, the original beauty of the protective film lasts much longer.

NON-CHALKING

While chalking for the purpose of self-cleaning is desirable in a house paint, it is not desirable in enamels. Chalking shortens the life of the enamel film and creates a hazard for clothing and other things which may come in contact with the enameled surface. Waterspar Enamel is tested repeatedly on this score and has been found to be practically chalk-free even after nine months' exposure

Floors

How to keep them Looking their Best!

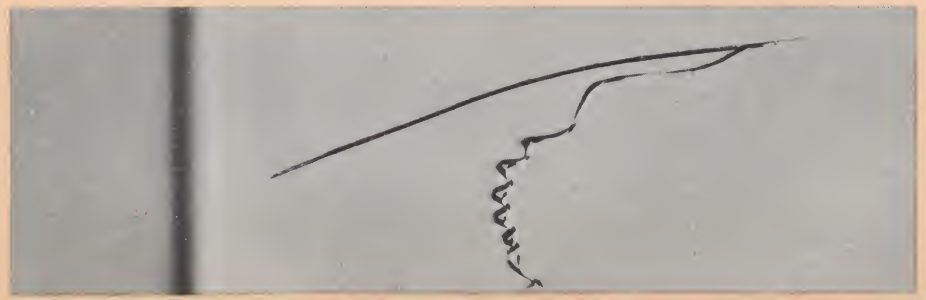
FLORHIDE—dries quickly withstands heavy foot traffic! For Wood Floors—Wood and Cement Steps—Cement Floors

Development of new, exclusive synthetic vehicles now makes possible an improved Pittsburgh Florhide, a quick-drying, elastic finish for wood, cement or metal floors and steps, inside or out. Florhide dries hard enough to withstand the dancing feet of teen-age youngsters, the constant weight and scraping of furniture, and it is an ideal finish for porches . . . Florhide also retains its gleaming surface after repeated scrubbing. Under normal conditions, Florhide sets dust free in two hours. It is hard enough for recoating in from six to eight hours. Florhide is available in modern colors which have been developed to harmonize with popular wall and woodwork colors so that floors, too, can play their part in beautifying the home.

WATERSPAR FLOOR & LINOLEUM VARNISHES

You can't buy a better, more lasting finish for interior floors than Pittsburgh Waterspar Varnish. The film is hard and tough and will withstand extreme wear from foot traffic and abrasion. Waterspar Varnish produces a pale, high-gloss finish that is resistant to moisture and soap solutions.

Waterspar Linoleum Varnish provides a tough, lasting film that seals linoleum effectively, preventing penetration of dirt and grime. It will not yellow initially, or with age, which would discolor the linoleum patterns.



ADHESION AND FLEXIBILITY

Proper adhesion of any enamel is dependent upon satisfactory flexibility. Pittsburgh Florhide Floor Enamel, in addition to being hard enough to resist abrasion and marring of foot traffic, has excellent adhesion and flexibility. In the test demonstrated at left, one coat of Pittsburgh Florhide Enamel was applied to a steel panel. After drying thoroughly, the metal panel was bent around a mandrel to demonstrate the flexibility of the film. The absence of cracks over the bend is evidence of excellent film adhesion. The ribbon of paint cut from the panel with a sharp knife demonstrates the flexibility of Florhide. Had the film been brittle the paint film would have flaked or chipped instead of forming a ribbon.

Things You Should Know About Painting

CHOOSE THE RIGHT PAINT FOR THE JOB

For ninety years Pittsburgh has been manufacturing high quality paints—for we know that better painting does depend upon better paints. To this end the manufacture of Pittsburgh Paints is scientifically controlled. From the preliminary processing of the raw pigments to the final filling and packing of the finished product, regulations are rigidly followed. Pittsburgh makes each finish according to a printed formula—a formula which has been evolved through years of patient experiment and scientific research. Specific quantities are measured out and a constant, careful check is made all along the line—by ingenious mechanical devices, as well as by a corps of trained engineers. With this inflexible system of factory control, there is little chance of slip-up. Every finish must pass exacting tests to prove its right to the Pittsburgh label. Exterior paints must be exposed to nature's merciless punishment in our chain of proving grounds throughout the country. Here, each protective finish must measure up to exacting qualifications of uniformity and durability. That's why we say you know when you specify these long-lasting finishes you are getting better paint—for better painting. Remember, no matter what duty our finish must perform for you—it has been tested in that exact job before its use for that purpose was recommended.

What is Meant by Surface Preparation

The first step is a careful inspection of the surface to be painted. This will reveal what will be necessary to put the surface into paintable condition. If the previous work has been properly done, the surface is weathering gracefully by gradual "chalking," which is normal behavior. This sort of a film wears away evenly and while it loses gloss, it provides adequate weather protection because it remains intact. It also provides a suitable film for repainting and avoids the expense of extensive preparatory work. Often only a thorough cleaning is all that will be necessary.

Now, if the work being inspected has been poorly done (either poor paint, inexpert workmanship, or both), the surface presents a problem. Half a dozen types of failure may be revealed, each of which requires correction before succeeding coats of paint can be safely applied. While this will add to the cost of the work, results will fully justify the expenditure. Failure to prepare the surface properly will mean a repetition of the same troubles and result in unsatisfactory surface appearance and protection. *Proper Surface Preparation Makes Every Paint Job Last Longer.*

To get the best possible job the surface to be painted must be carefully prepared. It must be clean, smooth and dry.

Burning Off

Where old paint is peeling or chipping, it is necessary to burn off or scrape the entire surface. It's a tough job to repaint over a poor paint job. If any of the chipped or peeled paint is left on the surface, it will soon start to push off any coats applied on top of it.

Filling Cracks

Cracks must be carefully filled to prevent moisture from getting into the wood. Nail holes must be filled with putty. All loose boards must be nailed down tightly. Once moisture enters, it pushes the paint film away from the surface, causing blisters.

Wire Brushing and Sanding

This process assures an absolutely smooth surface. All uneven spots are removed by sanding. When the surface is properly prepared, then is the time to apply paint—but not before. Only by painstaking preparation can the right kind of paint job be done.

CAULKING

Weather damage is often caused by moisture seeping in around windows, doors, and other structural joints which have been improperly sealed or where the caulking has failed through age. All such potentially troublesome places about the home should be examined for cracks and crumbling of the caulk. Where old caulking compound shows signs of failure it should be cleaned out and replaced. Pittcaulk Caulking Compound is available in cans of knife grade, in tubes with nozzle tips, and in sealed cartridges for gun use. It is preferable to apply Pittcaulk after the priming coat. The finish coat may be applied after the caulking has thoroughly dried.

REPLACE PUTTY

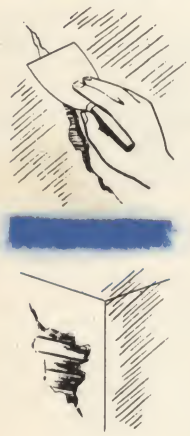
All puttied window sash should be carefully checked for indications of failure. Where putty is cracked, loose, or in a crumbling state, it should be completely removed and replaced. For metal sash, Pittsburgh Elastic Glazing Compound can be used, and for wood sash several types of Pittsburgh Putty are available. Your Pittsburgh Dealer will gladly recommend the one best suited to your needs.

Interior Painting

WALLHIDE

Pittsburgh Wallhide Flat Wall Paint is the *only* finish of its kind formulated with Vitolized Oil. This true oil base paint should not be confused with water emulsion paints or other types of oil paints which do not have its advantages. Because Vitolized Oil stays in the paint film rather than soaking into the painted surface, Wallhide Flat stays elastic, durable, and resistant to dirt. It is extremely easy to apply Wallhide Flat and be sure of a smooth, uniform finish, free from brush marks. Even over wallboard, wallpaper and old paint jobs of other colors, Wallhide Flat will cover completely in a single coat. Wallhide Flat is available in a wide range of attractive colors, Soft White, Primer-Sealer, and First Coater to enable you to do a complete decorating job. For kitchens, laundries, playrooms, and other parts of the home where dirt and grease resistant finishes are necessary, Wallhide Semi-Gloss and Gloss Wall Paints are available and ready to use in a wide range of colors. Ink and other marks are readily removed from these finishes with little effort.

PATCHING PLASTER



Plaster surfaces should be inspected for hairline cracks as well as broken areas. Hairline cracks may be filled in with a patching plaster made by adding Wallhide First Coater to Plaster of Paris. This mix should be rubbed in and wiped off the surface. Larger broken out areas should be cleaned free of loose pieces and cut back with a putty knife or chisel so the hole is larger at the lath side than at the room side of the plaster. Patching Plaster mix should then be smoothed in with a trowel or putty knife. When dry, the new patch should be sanded level with the surrounding area and primed with Wallhide Primer-Sealer or First Coater before painting is begun.

NEW WORK

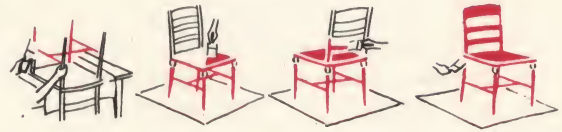
New plaster continues to hold moisture long after it has set even though it apparently is dry to the touch. No attempt should be made to paint a newly plastered surface for at least two months and preferably longer if possible. Hairline cracks sometimes develop in new plaster and the same rules for treating these should be observed as previously mentioned for old surfaces. Since plaster is extremely porous, the first coat should be Wallhide Primer-Sealer or First Coater to seal the surface, applied according to the direction label. When dry, this may be finished with Wallhide Flat, Semi-Gloss, or Gloss, one coat, in the selected shade. If three-coat work is desired, apply another coat of finish.

REPAINT WORK

In preparing to repaint previously painted surfaces such as interior walls, make it an unfailing rule never to paint over dirt or over old loose paint. A clean surface is absolutely necessary to a *good* paint job. Cleaning may be done easily and properly with a solution of Pittsburgh Sapono Basic Cleaner in water. This product is made specifically for the purpose. When the surface is thoroughly dry, check for plaster cracks which are to be filled and sanded. Since these filled or patched areas will be porous and present a different type of surface from the rest of the wall, they should be coated with Wallhide Primer-Sealer or Wallhide First Coater. Old painted surfaces which retain their gloss even after washing may be sanded lightly to provide a better repaint surface. Any improperly sealed surfaces should be given a priming coat of Wallhide Primer-Sealer or First Coater.

WOODWORK

All new wood which is to be enameled, should be given a priming coat of Waterspar Undercoater to seal the surface. After this is done, fill nail holes or other imperfections and give the dry undercoater a light sanding with fine sandpaper. Waterspar Enamel will cover in a single coat, producing a china-like finish of great beauty. Leveling is excellent and brush marks quickly disappear. Pittsburgh's Architectural Enamel line is outstandingly superior for interior trim enameling. The Gloss White, Rubbed Effect White Enamel, and Enamel Undercoater are high hiding whites that *stay white* and are products of superior quality.



CHAIRS AND TABLES

Place chair or table upside down on a protected surface. Paint from the leg ends downward, brushing the enamel lightly to insure a smooth finish. Next turn the piece upright and finish the sides. Chair backs and broad surfaces should also be done at this time. Table tops or chair seats should be painted last. With new wood, Waterspar Undercoater is recommended for first coat but on any previously painted surface, Waterspar Enamel will cover completely in a single coat. Waterspar Enamel does not waterspot and is practically chalk-free making it the ideal finish for lawn and porch furniture. It will retain its color in the weather and under repeated washings.

FARM IMPLEMENT AND MACHINERY ENAMEL

Farm Machinery, tractors and equipment, should be kept well painted to protect them from the weather.

With Pittsburgh's new Farm Machinery and Equipment Enamel you can keep farm implements painted in the same colors used by the manufacturer. This product is a high quality, synthetic resin enamel that possesses unusual adhesion to metal or wood, has excellent leveling qualities, dries hard yet remains flexible and will retain its original color and gloss. Will not chip or mar easily, dries dust-free in three hours and is ready for use after overnight drying.

Protect the profit end of the Farm

No matter what money your farm earns, it is not profit or real money if some day you find your barn and other utility buildings in need of costly replacements or repairs because its efficiency and investment value are gone! More than any other type of paint, lots of poor quality paint is sold as "barn paint." It deceives the farm owner into thinking his property has paint protection when it actually has little or none and it soon confronts him with the need for a new painting job. Paint protection is essential. And do not overlook the decorative value of freshly painted barns. Paint, good paint, protects as well as beautifies.

BARNHIDE BARN PAINT

For outstanding durability, Pittsburgh Barnhide is a really remarkable product. Barnhide will dry uniformly to a smooth finish even on badly weathered wood. The working properties of Barnhide are excellent, whether applied with brush or spray, and the color retention is unusually good. Barnhide is formulated to resist mildew, an important factor where dampness is encountered—one more reason why Barnhide gives enduring protection.

OUTBUILDINGS

Since outbuildings are constructed of many different types of materials, protective and decorative paints should be chosen carefully. First, rust and loose paint should be removed as completely as possible with a stiff wire brush. Repairs should be made to broken boards, cracked concrete, loose shingles, etc. Complete finishing of wood siding and roofs may be done with Barnhide or, if a particular color is desired, with Sun-Proof House Paint. Special shingle stains, roof paints, and paints for stucco and cement are also available from your Pittsburgh Dealer.

Cement and Concrete

Cement and concrete surfaces need paint protection as well as wood surfaces. Examine all concrete structures carefully! Seams, pitted surfaces, fractures mean destruction unless they are paint protected. Hairline cracks, chips, and pockets invite the destructive action of moisture and frost, which, if allowed to continue long enough, will completely crumble the finest concrete or cement structure. Nothing could be less true than that concrete does not require paint protection. True, it may last longer under weather punishment than wood, but in the end the penalty is just that much more severe. Let a concrete structure start crumbling away and costly patching and perhaps entire replacement cannot be avoided. Paint before nature forces your hand. Pittsburgh Cementhide is especially designed for painting cement, concrete, brick, stucco and stone.

Note: We have used every facility which the art of fine printing can give us; however, printed colors can only approximate the pure and glowing tones of our Wallhide, Waterspar and other finishes.

Care of Brushes

Good brushes are carefully built tools—it pays to take care of them. The following practical suggestions will help you to get better service and longer life from your brushes.

At the end of job, if the brush has been used in oil paint, clean thoroughly in turpentine (do not use substitutes) to remove all paint. Squeeze solvent out with a smooth flat stick, with brush lying on a flat surface, and work from the ferrule toward tip of bristle.

Do not wring out the solvent as this forces the pigment into the heel of the brush and twists the bristle. After cleaning, wash with mild soap and then rinse in clear water. Lay flat, and when dry comb and place in jacket for future use.

If the brush is to be used again within a few hours, or the next day, rinse in turpentine and place in jacket. Then stand in linseed oil, with oil filling the jacket. Never permit a brush to stand unsupported on the bristle. Whenever possible, suspend in linseed oil.

If brush was used in water-thinned paint, clean thoroughly in warm running water; squeeze out water by means of a flat stick, comb and lay brush flat to dry. After brush is dry, comb it again and put in jacket.

If brush is made of synthetic bristle (Neoceta) turpentine cleaning is recommended before the paint dries in the brush.

Patent brush cleaners should be used with caution. Some are harmless and effective, but brushes kept clean will not require brush cleaning compounds.

Good brushes are carefully built tools—it pays to take care of them.

PITTSBURGH PAINTS

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